



Our Commitment to Transparency, Quality and Safety

From our early days, WK Kellogg has evolved our portfolio of cereals to provide consumers with more of what they want and need – such as whole grains and fiber and less of what they don't, including through reductions in sugar and sodium. We continue to do that today as consumers seek simpler foods, and we are proud that our cereals provide consumers with important nutrients such as Iron, Vitamin D and Folate.

Today, the vast majority – 85 percent – of our cereal sales contain no FD&C colors and none of our products have contained Red No. 3 for years. We are committed to continue working with HHS and FDA to identify effective solutions to remove FD&C colors from foods.

Our commitment continues to be:

- We are reformulating our cereals served in schools to not include FD&C colors by the 2026-27 school year
- We will not be launching any new products with FD&C colors beginning in January 2026.
- We will remove FD&C colors from the small percentage of our foods in retail that contain them today, by the end of 2027.

Kellogg's cereals have played an important role in US consumers' lives for more than a century, and we look forward to continuing that tradition.